

ORDER



KSNV

Orders	Order / Rev:	103698	
	Alt Order #:	06830031	KSNV
	Product Desc:	BERKLEY FOR SENATE	Amy McCreary
	Estimate:	30S	BLPHI
	Flight Dates:	10/16/12 - 10/22/12	National
	Original Date / Rev:	06/28/12 / 07/17/12	
	Order Type:	GENERAL	
Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		1831 Chestnut St.	Billing Cycle:
		Philadelphia, PA 19103	Agency Commission:
			Cash
			Broadcast
			EOM/EOC
			15%
Advertiser	Name:	Berkley Shelley for Senate	Revised
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/22/12	123	\$39,075.00	\$33,213.75	October 2012	123	\$39,075.00	\$33,213.75	0.00
					Totals	123	\$39,075.00	\$33,213.75	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	Seattle	North America	Start Of Order - End Of Order	100%

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	20%	\$39,075.00
Market	100%	\$195,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$62,520.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,028.75
KTUD	0%	\$0.00
KVVU	25%	\$48,843.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,907.50

Order / Rev: 103688
Alt Order #: 06830031
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/19/12	Wake Up Early w/ Wagn@M		430a-5a	-TWTF--	:30	4	\$50.00	3	0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$50.00 0.00															
E 2	KSNV	10/22/12	10/22/12	Wake Up Early w/ Wagn@M		430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/22/12	10/22/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/16/12	10/19/12	M-F 5-6a WakeUp w/Wagn@M		5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/16/12	10/19/12	M-F 6-7a WakeUp w/Wagn@M		6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagn@M		6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/22/12	10/22/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/16/12	10/19/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/16/12	10/19/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/22/12	10/22/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
Noon News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00															
E 11	KSNV	10/22/12	10/22/12	M-F Today Show II 3rd HOM		9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
M-F Today Show II															
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00															
E 12	KSNV	10/16/12	10/19/12	M-F Today Show II 3rd HOM		9-10a	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
M-F Today Show II															
TODAY 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 -TWTF-- 4 \$175.00 0.00															
E 13	KSNV	10/16/12	10/19/12	CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	

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Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/22/12	10/22/12	Dr. Phil	CM	3-4p			M-----	:30	1	\$200.00	3	0.00 NM	1 \$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/22/12	10/22/12	News 3 at 430pm	CM	430-5pm			M-----	:30	1	\$300.00	3	0.00 NM	1 \$300.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/16/12	10/19/12	News 3 at 430pm	CM	430-5pm			-TWTF--	:30	4	\$300.00	3	0.00 NM	4 \$1,200.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/16/12	10/19/12	News 3 at 4	CM	4-430p			-TWTF--	:30	4	\$300.00	3	0.00 NM	4 \$1,200.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/22/12	10/22/12	News 3 at 4	CM	4-430p			M-----	:30	1	\$300.00	3	0.00 NM	1 \$300.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/22/12	10/22/12	M-F Early News	CM	5-630p			M-----	:30	2	\$450.00	3	0.00 NM	2 \$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/16/12	10/19/12	M-F Early News	CM	5-630p			-TWTF--	:30	8	\$450.00	3	0.00 NM	8 \$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		8			\$450.00	0.00					
E 21	KSNV	10/16/12	10/19/12	Face to Face w/ Ralston	CM	730-758pm			-TWTF--	:30	4	\$225.00	3	0.00 NM	4 \$900.00
				CM											
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-TWTF--		4			\$225.00	0.00					
E 22	KSNV	10/22/12	10/22/12	Face to Face w/ Ralston	CM	730-758pm			M-----	:30	1	\$225.00	3	0.00 NM	1 \$225.00
				CM											
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/20/12	10/20/12	Vegas Inc.	CM	6:30-8pm			-----S-	:30	1	\$150.00	3	0.00 NM	1 \$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/22/12	10/22/12	M-F Jeop/Wheel	CM	630-730pm			M-----	:30	2	\$400.00	3	0.00 NM	2 \$800.00
				CM											
				M-F Jeopardy/Wheel of Fortune											
				JEP/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	M-----		2			\$400.00	0.00					
E 25	KSNV	10/16/12	10/19/12		CM	630-730pm			-TWTF--	:30	8	\$400.00	3	0.00 NM	8 \$3,200.00

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Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
JEP/WHEEL															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 8 \$400.00 0.00															
E 26	KSNV	10/20/12	10/20/12	Weekend Jeopardy/Wh	CM	630-730pm	-----S-	:30	2	\$250.003	0.00	NM		2	\$500.00
WKND Jeop/Wheel															
JEP/WHEEL															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S- 2 \$250.00 0.00															
E 27	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.003	0.00	NM		1	\$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -----S 1 \$600.00 0.00															
E 28	KSNV	10/19/12	10/19/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$1,000.003	0.00	NM		1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---F-- 1 \$1,000.00 0.00															
E 29	KSNV	10/19/12	10/19/12	Fri PR 8-9p	CM	8-9pm	----F--	:30	1	\$750.003	0.00	NM		1	\$750.00
Friday Prime 8-9pm															
WHIT/COMM															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 ---F-- 1 \$750.00 0.00															
E 30	KSNV	10/17/12	10/17/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$1,700.003	0.00	NM		1	\$1,700.00
Wednesday Prime 9-10pm															
SVU															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 --W---- 1 \$1,700.00 0.00															
E 31	KSNV	10/17/12	10/17/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.003	0.00	NM		1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 --W---- 1 \$1,400.00 0.00															
E 32	KSNV	10/16/12	10/19/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.003	0.00	NM		4	\$300.00
Late Night w/Fallon															
FALLON															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 4 \$75.00 0.00															
E 33	KSNV	10/22/12	10/22/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.003	0.00	NM		1	\$75.00
Late Night w/Fallon															
FALLON															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 1 \$75.00 0.00															
E 34	KSNV	10/22/12	10/22/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.003	0.00	NM		2	\$370.00
Tonight Show															
TON SHOW															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/22/12 10/28/12 M----- 2 \$185.00 0.00															
E 35	KSNV	10/16/12	10/19/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.003	0.00	NM		8	\$1,480.00
Tonight Show															
TON SHOW															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 8 \$185.00 0.00															
E 36	KSNV	10/16/12	10/19/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
M-F News 3 at Eleven															
NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/15/12 10/21/12 -TWTF-- 4 \$425.00 0.00															
E 37	KSNV	10/22/12	10/22/12		CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00

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M-F News 3 at Eleven														
M-F News 3 at Eleven														
NEWS														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/22/12 10/28/12 M----- 1 \$425.00 0.00														
E 38	KSNV	10/20/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2 \$800.00
Sa-Su News 3 at Eleven														
NEWS														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----SS 2 \$400.00 0.00														
E 39	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.00	3	0.00	NM	2 \$450.00
Saturday Today														
SAT TODAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----S- 2 \$225.00 0.00														
E 40	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.00	3	0.00	NM	2 \$300.00
News 3 Sunrise SATURDAY														
NEWS														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----S- 2 \$150.00 0.00														
E 41	KSNV	10/20/12	10/20/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.00	3	0.00	NM	1 \$200.00
News 3 Today - SAT														
NEWS														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----S- 1 \$200.00 0.00														
E 42	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.00	3	0.00	NM	2 \$700.00
Sunday Today														
SUN TODAY														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----S 2 \$350.00 0.00														
E 43	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.00	3	0.00	NM	1 \$550.00
Saturday Night Live														
SNL														
Start Date End Date Weekdays Spots/Week Rate Rating														
Week: 10/15/12 10/21/12 -----S- 1 \$550.00 0.00														
												Totals	123 \$39,075.00	